

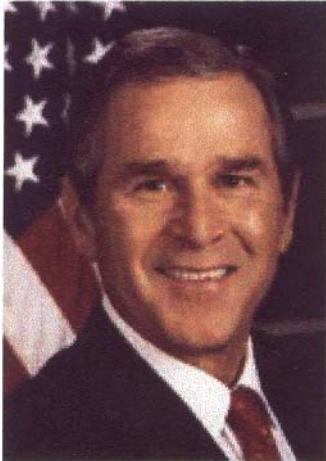


Nomination Guidelines

***SBA Expo
Celebrating
National Small
Business Week***

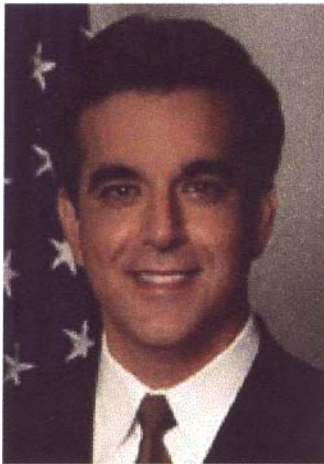
2004





"Wealth is created by Americans - by creativity and enterprise and risk-taking. But government can create an environment where businesses and entrepreneurs and families can dream and flourish."

George W. Bush
President of the United States



Dear Friends:

It is my pleasure to announce the Nominations Guidelines for awards to be presented at the U.S. Small Business Administration's SBA Expo Celebrating National Small Business Week 2004.

Each year, National Small Business Week presents us with an opportunity to recognize some of the most successful and inspiring people in the small business community. And, through honoring them, we honor all small businesses and the considerable contributions they make to this great country.

I hope you will review these guidelines and consider submitting a nomination. With your help, SBA Expo -- Celebrating National Small Business Week 2004 will be the best yet.

Sincerely,

Hector v. Barreto
Administrator

Published *by* the Office of Marketing & Customer Service

All SBA programs and services are provided on a nondiscriminatory basis.

Introduction

In recognition of the small business community's contribution to the American economy and society, the President of the United States designates one week each year as National Small Business Week.

Leading up to that week, the U.S. Small Business Administration, in co-sponsorship with public- and private-sector small business supporters, will host special events to honor and present awards to the nation's entrepreneurs and small business advocates at the SBA-district, state and national levels.

The award winners from those local and state events in the following categories will be invited to Washington, D.C., for SBA Expo -- Celebrating National Small Business Week:

- Small Business Person of the Year (from each of the 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands, and Guam);
- Phoenix Awards (for disaster recovery);
- Small Business Advocates;
- Small Business Prime Contractor of the Year; Small Business Subcontractor of the Year; Francis Perkins Van-guard Awards; Dwight D. Eisenhower Awards; and Gold Star Awards (all for federal government contracting).

The National Small Business Person, Small Business Prime Contractor, and Small Business Subcontractor of the Year will be announced and honored at the Expo during Small Business Week. They will be joined by government officials, corporate leaders and small businesses from around the country.

The Awards

Small Business Person Awards*

- State Small Business Person of the Year

Phoenix Awards**

- Disaster Recovery
- Outstanding Contributions to Disaster Recovery:
 - by a private-citizen volunteer
 - by a public official

Small Business Advocate Awards

Entrepreneurial Success
Financial Services Advocate of the Year
Home-based Business Advocate of the Year
Minority Small Business Advocate of the Year
SBA Young Entrepreneur of the Year

Small Business Exporter of the Year
Small Business Journalist of the Year
Veteran Small Business Advocate of the Year
Women in Business Advocate of the Year
SBA Family-Owned Small Business of the Year

Federal Procurement Awards

Dwight D. Eisenhower
Francis Perkins Vanguard
Gold Star

Small Business Prime Contractor of the Year
Small Business Subcontractor of the Year

* The National Small Business Person of the Year is selected from the state winners.

** Presented only at the national level.

To Nominate for Small Business Person and Small Business Advocate Awards

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for Small Business Person awards and Small Business Advocate awards. All nominees must own or operate a business defined as small under the SBA's size standards.

Nominations must be submitted to the nearest U.S. Small Business Administration district office in your state or territory (see page 12 for Wisconsin Office). All nominations must be postmarked or hand delivered no later than December 5, 2003.

You may not nominate an individual for more than one award category. Nominations must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 1-1/2" binder. Incomplete nomination packages will not be considered. A complete nomination package will include, in the following order:

1. A single cover page with-
 - . the nominee's full name, title, business and home addresses with telephone and fax numbers;
 - . the award for which the nomination is being made;
 - . the nominator's name, title, place of business, business address and telephone number; and
 - . a one-paragraph description of the nominee's business for Small Business Person of the Year, Small Business Exporter of the Year, Entrepreneurial Success Award and SBA Young Entrepreneur of the Year nominations, or the profession/occupation for all Advocate of the Year nominations.
2. A completed background form which will be made available to SBA field offices. For "team" nominations" for Small Business Person of the Year, a background form is required for each team member.
3. An original 8" x 10" or 5" x 7" photo of the nominee; photocopies are not acceptable.
4. A nomination letter, not exceeding two pages.
5. A brief biography of the nominee, not exceeding one page.
6. A business profile, not exceeding one page.
7. A concise statement of the qualities and performance that merit the award, not exceeding two pages.
8. A financial statement of the nominee -- including balance sheets, profit-and-loss statements and financial reports - not exceeding 12 pages, on 8 1/2" x 11" paper (required only for Small Business Person of the Year, Exporter of the Year, Entrepreneurial Success Award, Home-based Business of the Year, the SBA Young Entrepreneur of the Year and the SBA Family-owned Small Business of the Year).
9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
10. A completed Consent for Disclosure of Information (SBA Form 2137), available at SBA field offices, also found on page 13.

Selection Procedures

Small Business Persons of the Year will be selected at the state and national levels. In those states served by more than one SBA district office, awards will also be presented at the district level. Winners at each level will be considered for awards at the next highest level. Nomination packages for each state winner will be sent to regional SBA offices and prepared for transmittal to the SBA's National Advisory Council Office for review. The National Small Business Person of the Year will be selected by the SBA's Administrator based on the recommendations of the agency's Small Business Week panel of judges. The winner will be announced during the National Small Business Week.

Key Deadlines

- Dec. 5, 2003** National Small Business Week 2004 nominations must be received by SBA district offices.
- Jan. 9, 2004** SBA district winners are selected from multidistrict states; state winners are selected from single-district states.
- Feb. 9, 2004** A panel of judges selects state winners in multidistrict states.
- Mar. 15, 2004** State Small Business Persons of the Year are announced.

Eligibility and Evaluation Criteria

Nominees must be residents of and employed in the United States and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws (see page 4 for nomination requirements). The U.S. Small Business Administration's size standards apply in defining a business as small. Consult the Milwaukee SBA Office at 414-297-3941 if you have questions.

Small Business Person Awards Small Business Person of the Year

Any individual who owns and operates or bears principal responsibility for operating a small business may be nominated. Partners who jointly own and operate a small business may be nominated as a "team," so long as the number of individuals in the team nomination does not exceed four.

Evaluation Criteria:

1. Staying power - a substantiated history as an established business.
 - Number of years in business.
 - Sustained expansion, addition of territories, growth in square footage occupied.
 - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
2. Growth in number of employees - a benchmark to judge the impact of the business on the job market.
 - Sustained over a minimum of three years.
 - Increase over the three years must be in excesses of growth in Gross National Product.
3. Increase in sales and/or unit volume - an indication of continued growth over the last three years.
 - Consistent growth in net income as evidenced by fiscal year on annual profit-and-loss statements over a minimum of three years.
4. Current and past financial reports - a substantiation of improved financial position of the business.
 - Profit-and-loss statements for last three years, reflecting sustained upward growth.
 - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
5. Innovativeness of product or service offered - an illustration of the creativity and imagination of the nominee.
 - Specific description of uniqueness of product or service.
 - Explanation of how product or service fits a niche not being adequately addressed by the competition.
6. Response to adversity - examples of problems faced in the nominee's business and the methods used to solve them.
 - Specific description of financial, physical, legal or other crisis.
 - Substantiation of the threat to the continuity of the business.
 - Defined actions taken by the nominee to resolve the crisis.
7. Contributions to aid community-oriented projects - evidence of the use of his/her personal time and resources.
 - Specific listing of contributions of money, time, or resources to charitable causes.
 - Membership in councils, boards and clubs providing support and services to the community.

Phoenix Awards

Phoenix awards are given to those individuals whose efforts and contributions have enabled their businesses or communities to recover successfully from a disaster. The SBA disaster area offices will nominate and check Phoenix Award nominees, see page 12 for Wisconsin Disaster office location.

Phoenix Award for Small Business Disaster Recovery

Any individual who owns and operates a small business that suffered physical damage following a disaster and received an SBA physical disaster loan may be nominated.

Evaluation Criteria:

- Recent disaster - The business suffered a physical disaster loss and received an SBA disaster loan during fiscal 2002 and/or fiscal 2003.
- Extent of damage - The business suffered at least 40 percent damage.
- Resiliency - The business successfully resumed its operations within the same area.
- Staying power - The business maintained at least 90 percent of its pre-disaster employment level.
- Contribution to the local community
(e.g., the only supermarket in town, a major employer in the city, etc.)
- Speed of recovery.
- Initiative and innovation displayed during recovery.
- Efforts made by the business to protect the property from future disaster losses.

Phoenix Award for Outstanding Contributions to Disaster Recovery

Phoenix awards may also be presented to private-citizen volunteer and public officials who have each made an outstanding contribution to a community's recovery following a natural disaster.

Small Business Advocate Awards Entrepreneurial Success

Individuals meeting the following two criteria may be nominated: They must own and operate businesses initially launched as small businesses according to SBA size standards and subsequently developed into large businesses; and they must have received SBA assistance to help the businesses grow.

Evaluation Criteria:

- SBA assistance - documentation of the type(s) and amount(s) of SBA assistance received by the business and the year(s) in which they were received.
- Growth in number of employees -- A benchmark to judge the impact of the business on the job market.
(Note: Since the size of the work force varies from industry to industry, nominees must have met the SBA size standard for small businesses in their industries at the time of the SBA assistance and now exceed those standards.)
- Increase in sales and/or unit volume -- Documentation comparing annual sales at the time of the SBA's assistance to current annual sales.
- Current and past financial reports - To substantiate the financial strength of the business, profit-and-loss statements for the past three years must be provided.
- Innovativeness of product or service offered - An illustration of the creativity and imagination of the business demonstrating its ability to remain competitive.
- Evidence of contributions to community-oriented projects - While community involvement is important for any business, regardless of size, the added resources of a larger business demand an even greater role in advancing the interests of the community.

Financial Services Advocate of the Year

Individuals who assist small businesses through advocacy efforts to increase the usefulness and availability of accounting or financial services may be nominated.

Evaluation Criteria:

- Outside of regular business duties, the amount and quality of assistance given small businesses to obtain financing.
- Advocacy of changes in the financial services industry to assist small companies.
- Encouragement of the flow of investment capital to small ventures.
- Active support for legislative or regulatory action designed to help small firms.
- Other significant contributions through the financial services or accounting industries to advance small business interests.

Home-Based Business Advocate of the Year

Individuals who have experienced the rewards and difficulties of home-based businesses and have volunteered to improve the climate for these businesses may be nominated

Evaluation Criteria:

- Volunteering time and energy to improve the conditions for home-based businesses.
- Engaging in entrepreneurial training, policy development efforts, or financial or business planning specifically tailored for home-based businesses.
- Demonstrated interest in home-based businesses as an owner or former owner.
- Measurable accomplishments in advanced home-based businesses, such as adoption of public policy or expansion of a program.

Minority Small Business Advocate of the Year

Individuals who have fulfilled a commitment to support minority entrepreneurship may be nominated. Nominees may or may not be small business owners.

Evaluation Criteria:

- Volunteer efforts beyond business/professional responsibilities to advance minority small business interests within the community, state and/or nation.
- Demonstrated efforts to improve conditions in the minority small business community as a whole, not solely for individual personal advancement.
- Voluntary provision of professional services to the minority small business community in a legal, legislative, managerial or financial capacity.
- Demonstrated accomplishments in advising minority small business groups of opportunities within the overall business community.
- Other accomplishments demonstrating the nominee's merit as an effective advocate for minority small business interests.

Small Business Exporter of the Year

Any individual who owns and operates a small business engaged in exporting may be nominated.

Evaluation Criteria:

- Increased sales, profits and/or growth of employment because of exporting (The nomination package must include profit-and-loss statements and balance sheets for the past three years.)
- Creative overseas marketing strategies, with a description of the products exported and markets served.
- Effective solutions to export-related problems.
- Demonstrated encouragement of other small businesses to export.
- Volunteer assistance to other small businesses entering the export market.
- Cooperation with other businesses in the creation of export trading companies and/or introduction of unique trading relationships, products or services.

SBA Young Entrepreneur of the Year

Any individual who serves as a majority owner and operates or bears principal responsibility for operating a small business with a three-year track record, and who will not have reached the age of 30 by June 1, 2004, may be nominated.

Evaluation Criteria:

- Evidence of success as measured by sales and profits (The nomination package must include profit-and-loss statements and balance sheets for the past three years.)
- Increased employment opportunities created by the nominee's business.
- Development and/or utilization of innovative or creative business methods.
- Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.

Small Business Journalist of the Year

Journalists representing television, radio, electronic or print media may be nominated. Sample articles or tapes are encouraged.

Evaluation Criteria:

- Concerted efforts to increase public understanding of the importance of small business contributions to the economy.
- Contribution of news and feature stories, editorials, columns and commentary that highlight and analyze small business issues.
- Voluntary community service aimed at enhancing small business opportunity and growth.
- Other achievements that exemplify the nominee's media efforts to improve the understanding of the role of small business in the U.S. economy.

Veteran Small Business Advocate of the Year

Individuals who have fulfilled a commitment to advancing small business opportunities for veterans of the U.S. armed forces may be nominated. Nominees may or may not be veterans.

Evaluation Criteria:

- Active support for legislative or regulatory action designed to help small businesses.
- Evidence of increased business opportunities for veterans as a result of the nominee's actions.
- Advisory activities to improve awareness among veterans' groups of small business opportunities.
- Advocacy of special consideration for veteran-owned small businesses in government policymaking.
- Demonstrated accomplishment in obtaining support within the community for the establishment of veteran-owned small businesses.
- Other accomplishments demonstrating the nominee's effective advocacy of veteran-owned small businesses.

Women in Business Advocate of the Year

Individuals who have fulfilled a commitment to the advancement of women's business ownership may be nominated. Nominees may or may not be small business owners.

Evaluation Criteria:

- Active support for legislative or regulatory action designed to help small businesses.
- Efforts to increase business and financial opportunities for women.
- Legal, financial or managerial assistance provided to enhance women's business ownership.
- Volunteer efforts to strengthen the role of women business owners within the community.
- Advocacy of the women-owned business community as a whole, not solely for individual personal advancement.
- Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.

SBA Family-Owned Small Business of the Year

Family owned and operated business which has been passed on from one generation to another. Nominees must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 15-year track record. Nominations will be evaluated on the following criteria.

Evaluation Criteria:

- Evidence of success as measured by sales and profits. (The nomination package must include profit-and-loss statements and balance sheets for the past three years).
- Increased employment opportunities for family member and non family members for the nominee's business.
- Demonstrated potential necessary for long-term business success and economic growth.
- Voluntary efforts to strengthen family owned businesses with in the community.

To Nominate for Federal Procurement Awards

Small Business Prime Contractor and Small Business Subcontractor of the Year

These awards honor small businesses that have provided the government and industry with outstanding goods and services either as prime contractors or as subcontractors. A federal agency may nominate a small business for Small Business Prime Contractor of the Year. A large prime contractor may nominate a small business for Small Business Subcontractor of the Year. All small business nominees must be defined as small according to SBA size standards. Nominations must be submitted to the nearest Government Contracting Area Office. (See address on page 12)

Evaluation Criteria:

The company must excel in the following areas:

overall management
cost performance
financial strength
labor relations
customer interface

technical capabilities
resource utilization
delivery performance
special achievements
exceptional results

Firms which have received the award within the past five years are not eligible.

SBA Form 1375 and SBA Form 883 should be used for each nomination submitted.

The form 1375 can be accessed on the Internet at <http://www.sba.gov/sbaforms/sba1375.pdf> and form 883 at <http://www.sba.gov/sbaforms/sba883.pdf>.

Dwight D. Eisenhower Award for Excellence

This award recognizes large prime contractors that have excelled in their utilization of small businesses as suppliers and subcontractors. One winner may be selected in each of the following five categories: manufacturing; service; research and development; construction; and utilities.

Evaluation Criteria:

- Standard Form 295 Summary Subcontract Report(s) for the year ending September 30, 2003, must reflect maximum practicable opportunity for small business, veteran-owned small business, service-disabled VQSB, HUB- Zone small business, small disadvantaged business and women-owned small business as required by statute and regulations.
- The nomination must include a five-year trend analysis table, an SF 295 for each federal agency that the nominee had contracts with in FY 2003, and a detailed narrative summarizing the company's subcontracting program.
- The nominated firm must have received an SBA Award of Distinction during the past three years.

The company's narrative should address the following criteria:

- Demonstrated management support of the small business program.
- Effectiveness of the small business liaison officer.
- Outreach efforts during the past 12 months (i.e. seminars, conferences, trade shows and any other related procurement functions).
- Assistance to small businesses during the past two years and related success stories. Include the various kinds of assistance such as technical, managerial, etc. and where possible, identify recipients by category: small business, HUBZone small business (if applicable), small disadvantaged business, and women-owned small business.
- Participation in a mentor-protégé program.
- Recipient of other awards for small business activities (i.e. federal, state, trade shows, etc.) during the past three years.
- Use of SBA's Pro-Net and SUB-Net.
- Participation in SBA Subcontractor of the Year Award Program in 2002 and 2003. (If the company has not yet submitted a nomination, it must indicate if it intends to do so).
- List of all federal agencies with which the company had contracts containing subcontracting plans as of September 30, 2003.

Firms which have received the award within the past five years are not eligible.

For more information, contact the nearest Government Contracting Area Office (see list on page 13).

Gold Star Award

This award recognizes the exemplary performance of federal personnel within the Office of Small and Disadvantaged Business Utilization who carry out the aggressive goals and strategic initiatives that help ensure a role for small business in the federal marketplace.

In addition, any federal department or agency that has a winner of a Gold Star Award will receive an Agency Goaling Award of Excellence.

Evaluation Criteria:

- The federal department or agency will have had progressive goals in the prime contract goaling category of "small business" for a minimum of three years and at least three years of progressive goals in another prime or subcontract goaling category.

Frances Perkins Vanguard Award

This award honors government and industry for their excellence in the use of women-owned small businesses as prime contractors and subcontractors.

Awards may include the following:

Exemplary utilization of women-owned small businesses by:

- . a federal buying activity
- . a federal procurement official
- . industry
- . industry procurement official

Nominations must include a narrative summarizing their efforts to utilize women-owned small businesses in their subcontracting programs. For industry, the nomination must also include a 3-year trend analysis table and a Standard Form 295 for FY 2003. Industry nominees must also have achieved the 5 percent statutory Women-Owned-Small-Business subcontracting goal for the last two fiscal years and must do business with a federal agency that negotiates goals with SBA. Extra evaluation credit will go to nominees demonstrating improvement in the percentage of prime contract awards or subcontract awards to women-owned small businesses from the previous year's achievements.

Evaluation Criteria:

- Leadership - includes, but is not limited to, such factors as: written policy supporting women-owned small businesses; reference to women-owned small businesses in standard operating procedures; designation of a senior executive responsible for implementing women-owned small business initiatives and formal recognition of procurement personnel who utilize women-owned small businesses.
- Advocacy - includes, but is not limited to, such factors as: outreach efforts including newsletters; business assistance and training seminars for women business owners; facilitating trade show/marketplace presentations.
- Innovation - includes, but is not limited to, such factors as: using new technologies; new methodologies; new processes and challenging the conventional procedures, resulting in an increase in women-owned small business' participation.
- Implementation - includes, but is not limited to, such factors as: development and administration of an agency plan to ensure maximum practicable opportunities for women-owned small businesses as prime contractors and subcontractors; requiring prime contractors to establish aggressive subcontracting plans.

For information about the Gold Star and Frances Perkins Vanguard awards, please check the SBA Office of Government Contracting Web site at www.sba.gov/GC.

For More Information

SBA offices are located in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam. For the office nearest you, look under "U.S. Government" in your telephone directory, or contact:

Home page: www.sba.gov

Phone: 1-800-U ASK SBA

Fax: 202-481-6190

TDD: 704-344-6640

E-mail: answerdesk@sba.gov

Wisconsin Small Business Administration

U.S. Small Business Administration
310 West Wisconsin Avenue, Suite 400
Milwaukee, WI 53203
414-297-3941
Home Page: www.sba.gov/wi

Office of Government Contracting

U.S. Small Business Administration
Office of Government Contracting
500 Madison Street, Suite 1250
Chicago, IL 60661-2511
Tel: 312-353-4506 Fax: 312-353-1160

SBA Wisconsin Disaster Area Office

U.S. Small Business Administration
Disaster Area 2 Office
One Baltimore Place Suite 300
Atlanta, GA 30308
Tel: 1-800-359-2227

Did you know that in fiscal 2002 the SBA

- backed more than \$17.3 billion in financing to America's small businesses?
- made nearly 22,000 disaster-recovery loans worth more than \$1.3 billion?

Did you know that America's 22.9 million small businesses?

- employ more than 50.1 percent of the private work force?
- generate more than 52 percent of the nation's gross domestic product?
- are the principal sources of net new jobs?

SMALL BUSINESS WEEK
CONSENT FOR DISCLOSURE OF INFORMATION

The undersigned herewith agrees and consents to the disclosure by the Small Business Administration (SBA) of the information in its file concerning his/her nomination for the Small Business Person of the Year, Advocate of the Year, or Special Award winners (Phoenix Award) to those persons chosen by the SBA as judges for these awards.

This consent is given with the understanding that disclosure shall be limited to the information contained in that file, and that no disclosure shall take place after the selection of the Small Business Person of the Year and Advocate and Special Award winners is made.

Signature: _____ Date: _____